

INVOICE


wfsb.com

WFSB
 333 Capital Blvd
 Rocky Hill, CT 06067
 Main: (860)728-3333
 Billing: (404)325-4646

Invoice #	Invoice Date	Invoice Month	Invoice Period
491773-1	09/16/12	September 2012	08/27/12 - 09/10/12

Station	Account Executive	Sales Office	Sales Region
WFSB	Heather Uttley	HRP-WASHING	National

Advertiser	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1295

Flight Dates	Order #	Alt Order #
09/04/12 - 09/10/12	491773	06301220

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1021		

Agency Ref	Advertiser Ref

Billing Address:

Mentzer Media Services, Inc.
 Attention: Accounts Payable
 600 Fairmount Avenue
 Suite 306
 Towson, MD 21204

Send Payment To:

WFSB
 BOX 13034
 Newark, NJ 07188-0034

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/04/12	09/04/12	Eyewitness News	6am - 6:30am	-1-----	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -1----- 1 \$950.00									
Spots: # Ch Day <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WFSB Tu 09/04/12 6:29 AM Eyewitness News 6am - 6:30am :30 LMFS12TV14H \$950.00 NM									
2	09/07/12	09/07/12	Eyewitness News	6am - 6:30am	----1--	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 ----1-- 1 \$400.00									
Spots: # Ch Day <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WFSB F 09/07/12 6:11 AM Eyewitness News 6am - 6:30am :30 LMFS12TV15H \$400.00 NM									
3	09/05/12	09/06/12	CBS: THE EARLY SHOW	7am - 9am	--WT---	:30	2	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 --WT--- 2 \$600.00									
Spots: # Ch Day <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 WFSB W 09/05/12 8:28 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV15H \$600.00 NM 1 WFSB Th 09/06/12 8:28 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV15H \$600.00 NM									
4	09/07/12	09/07/12	CBS: THE EARLY SHOW	7am - 9am	----1--	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 ----1-- 1 \$250.00									
Spots: # Ch Day <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WFSB F 09/07/12 8:29 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV15H \$250.00 NM									
5	09/04/12	09/06/12	4p-5p Dr. Oz	4pm-5pm	-TWT---	:30	2	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -T-T--- 2 \$950.00									
Spots: # Ch Day <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WFSB Tu 09/04/12 4:25 PM 4p-5p Dr. Oz 4pm-5pm :30 LMFS12TV14H \$950.00 NM 2 WFSB Th 09/06/12 4:33 PM 4p-5p Dr. Oz 4pm-5pm :30 LMFS12TV14H \$950.00 NM									
6	09/04/12	09/06/12	Eyewitness News	5pm - 5:30pm	-T-T---	:30	2	\$1,500.00	NM

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Advertiser	Product	Estimate Number	
McMahon for Senate	LINDA MCMAHDN 4 SENA	1295	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	09/04/12	09/06/12	Eyewitness News	5pm - 5:30pm	-T-T---	:30	2	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -T-T--- 2 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB Tu 09/04/12 5:20 PM Eyewitness News 5pm - 5:30pm :30 LMFS12TV14H \$1,500.00 NM 1 WFSB Th 09/06/12 5:22 PM Eyewitness News 5pm - 5:30pm :30 LMFS12TV15H \$1,500.00 NM									
7	09/04/12	09/04/12	Eyewitness News	5:30pm - 6pm	-1-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -1----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 09/04/12 5:55 PM Eyewitness News 5:30pm - 6pm :30 LMFS12TV14H \$1,500.00 NM									
8	09/07/12	09/07/12	Eyewitness News	5:30pm - 6pm	----1--	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 ----1-- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 09/07/12 Eyewitness News 5:30pm - 6pm :00 \$500.00 NM See MG 8.2 2 WFSB Sa 09/08/12 US Open Tennis VARIOUS :00 \$500.00 NM Credited									
9	09/06/12	09/06/12	Eyewitness News	6pm - 6:30pm	---1---	:30	1	\$2,100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 ---1--- 1 \$2,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Th 09/06/12 6:22 PM Eyewitness News 6pm - 6:30pm :30 LMFS12TV15H \$2,100.00 NM									
10	09/04/12	09/06/12	Inside Edition	7pm - 7:30pm	-T-T---	:30	2	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -T-T--- 2 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 09/04/12 7:11 PM Inside Edition 7pm - 7:30pm :30 LMFS12TV14H \$1,200.00 NM 2 WFSB Th 09/06/12 7:20 PM Inside Edition 7pm - 7:30pm :30 LMFS12TV15H \$1,200.00 NM									
11	09/07/12	09/07/12	Inside Edition	7pm - 7:30pm	----1--	:30	1	\$425.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 ----1-- 1 \$425.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 09/07/12 7:28 PM Inside Edition 7pm - 7:30pm :30 LMFS12TV14H \$425.00 NM									
12	09/04/12	09/04/12	Eyewitness News	5:30a - 6am	-1-----	:30	1	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -1----- 1 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 09/04/12 5:43 AM Eyewitness News 5:30a - 6am :30 LMFS12TV14H \$700.00 NM									
13	09/07/12	09/07/12	Eyewitness News	5:30a - 6am	----1--	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 ----1-- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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Advertiser	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1295

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	09/07/12	09/07/12	Eyewitness News	5:30a - 6am	----1--	:30	1	\$250.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 09/07/12 5:52 AM Eyewitness News 5:30a - 6am :30 LMFS12TV15H \$250.00 NM									
14	09/04/12	09/04/12	Eyewitness News	11PM - 11:35PM	-1-----	:30	1	\$1,200.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 -1----- 1 \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 09/04/12 11:21 PM Eyewitness News 11PM - 11:35PM :30 LMFS12TV14H \$1,200.00 NM									
15	09/07/12	09/07/12	Eyewitness News	11PM - 11:35PM	----1--	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 ----1-- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 09/07/12 11:22 PM Eyewitness News 11PM - 11:35PM :30 LMFS12TV15H \$500.00 NM									
16	09/04/12	09/04/12	NCIS	8pm-9pm	-1-----	:30	1	\$7,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 -1----- 1 \$7,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 09/04/12 8:34 PM NCIS 8pm-9pm :30 LMFS12TV14H \$7,500.00 NM									
17	09/04/12	09/04/12	NCIS: LA	9pm - 10pm	-1-----	:30	1	\$7,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 -1----- 1 \$7,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 09/04/12 9:33 PM NCIS: LA 9pm - 10pm :30 LMFS12TV14H \$7,000.00 NM									
18	09/05/12	09/05/12	National Convention	10pm-11pm	--1----	:30	1	\$4,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 --1---- 1 \$4,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB W 09/05/12 11:27 PM National Convention 10pm-11pm :30 LMFS12TV14H \$4,500.00 NM									
19	09/06/12	09/06/12	Big Bang/Rules	8pm - 9pm	---1---	:30	1	\$7,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 ---1--- 1 \$7,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Th 09/06/12 8:46 PM Big Bang/Rules 8pm - 9pm :30 LMFS12TV14H \$7,500.00 NM									
20	09/09/12	09/09/12	Patriots Football	1:00pm - 7:00pm	-----1	:30	1	\$6,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 -----1 1 \$6,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 09/09/12 2:36 PM Patriots Football 1:00pm - 7:00pm :30 LMFS12TV15H \$6,500.00 NM									
21	09/10/12	09/10/12	Eyewitness News	6am - 6:30am	1-----	:30	1	\$400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/12 09/16/12 1----- 1 \$400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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Advertiser		Product	Estimate Number
McMahon for Senate		LINDA MCMAHON 4 SENA	1295

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
21	09/10/12	09/10/12	Eyewitness News	6am - 6:30am	1-----	:30	1	\$400.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 09/10/12 6:09 AM Eyewitness News 6am - 6:30am :30 LMFS12TV15H \$400.00 NM									
22	09/10/12	09/10/12	4p-5p Dr. Oz	4pm-5pm	1-----	:30	1	\$950.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/12 09/16/12 1----- 1 \$950.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 09/10/12 4p-5p Dr. Oz 4pm-5pm :00 \$950.00 NM Credited									
23	09/10/12	09/10/12	Eyewitness News	5pm - 5:30pm	1-----	:30	1	\$575.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/12 09/16/12 1----- 1 \$575.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 09/10/12 Eyewitness News 5pm - 5:30pm :00 \$575.00 NM Credited									
24	09/10/12	09/10/12	Eyewitness News	5:30pm - 6pm	1-----	:30	1	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/12 09/16/12 1----- 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 09/10/12 Eyewitness News 5:30pm - 6pm :00 \$1,500.00 NM Credited									
25	09/10/12	09/10/12	Eyewitness News	6pm - 6:30pm	1-----	:30	1	\$2,100.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/12 09/16/12 1----- 1 \$2,100.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 09/10/12 Eyewitness News 6pm - 6:30pm :00 \$2,100.00 NM Credited									
26	09/10/12	09/10/12	Inside Edition	7pm - 7:30pm	1-----	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/12 09/16/12 1----- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 09/10/12 Inside Edition 7pm - 7:30pm :00 \$500.00 NM Credited									
27	09/10/12	09/10/12	Eyewitness News	5:30a - 6am	1-----	:30	1	\$600.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/12 09/16/12 1----- 1 \$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 09/10/12 5:28 AM Eyewitness News 5:30a - 6am :30 LMFS12TV14H \$600.00 NM									
28	09/10/12	09/10/12	Eyewitness News	11PM - 11:35PM	1-----	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/10/12 09/16/12 1----- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 09/10/12 11:45 PM Eyewitness News 11PM - 11:35PM :30 LMFS12TV14H \$500.00 NM									
29	09/10/12	09/10/12	HIMYM/2 Broke Girls	8pm - 9pm	1-----	:30	1	\$1,500.00	NM

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Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	09/10/12	09/16/12	1-----				1	\$1,500.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WFSB M	09/10/12			HIMYM/2 Broke Girls	8pm - 9pm	:00		\$1,500.00	NM
	Credited								
<u>Total Spots</u>							26		

Payment Terms Net 30 Days

<u>Gross Total</u>	\$51,275.00
<u>Agency Commission</u>	\$7,691.25
<u>Net Amount Due</u>	\$43,583.75

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